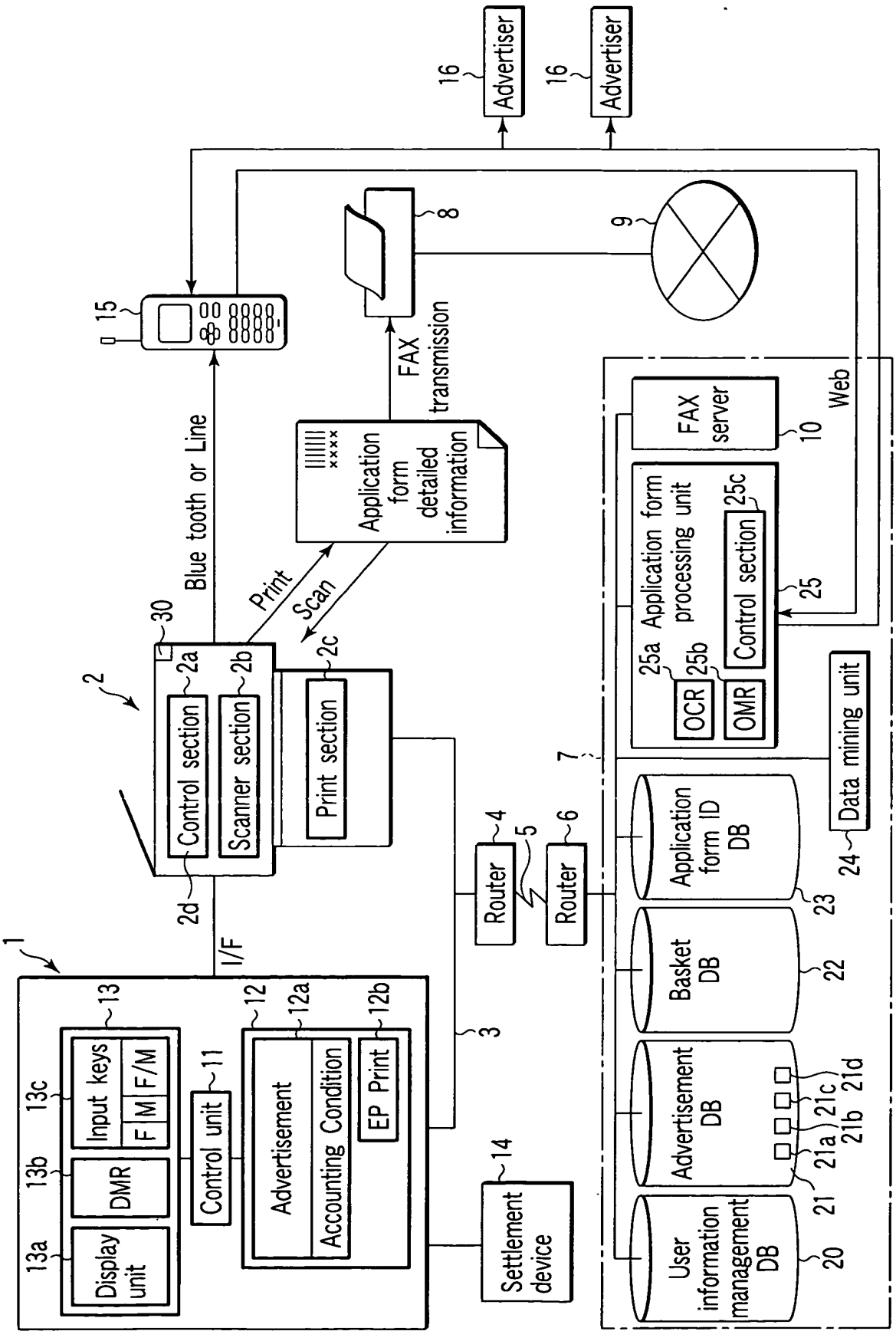

16 Advertiser
16 Advertiser
15
8
9
FAX transmission
Application form detailed information
Blue tooth or Line
Print
Scan
30
2a Control section
2b Scanner section
2c Print section
2d I/F
2
1
13 Input keys
F M F/M
13c
13b DMR
13a Display unit
Control unit 11
12
12a Advertisement
Accounting Condition
12b EP Print
3
14 Settlement device
Router 4
5
Router 6
7
FAX server 10
Web
25a Application form processing unit
OCR 25b
OMR
Control section 25c
25
Data mining unit 24
Application form ID DB 23
Basket DB 22
Advertisement DB
21a 21c 21d
21b
User information management DB 20
21

FIG. 1

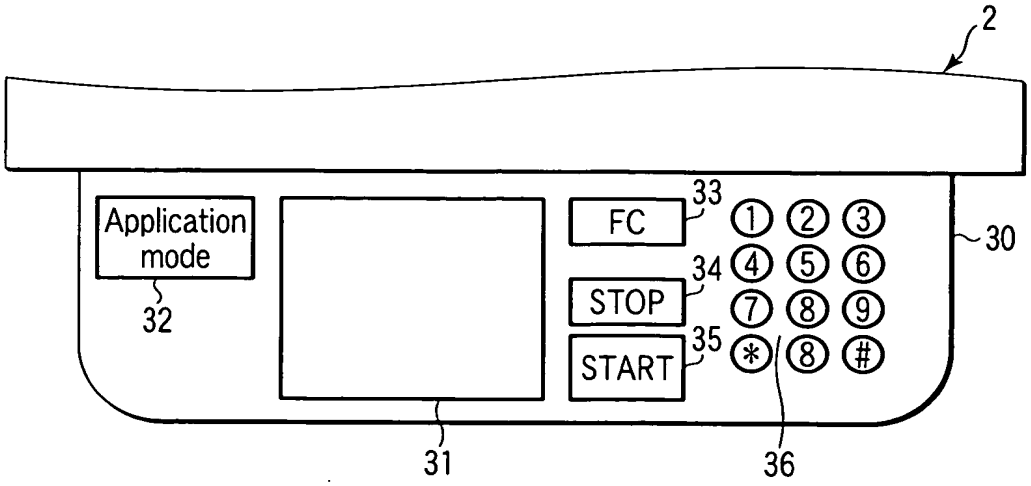

2
Application mode
32
FC
33
STOP
34
START
35
1 2 3
4 5 6
7 8 9
* 8 #
30
31
36

FIG. 2

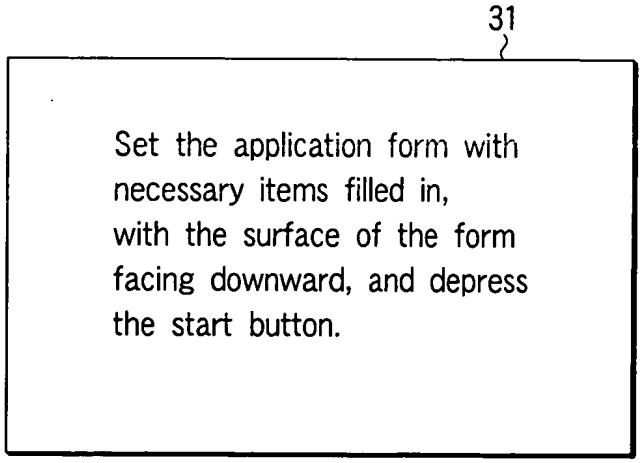

31
Set the application form with necessary items filled in, with the surface of the form facing downward, and depress the start button.

FIG. 14

T02290 "S2254960

Advertisement ID	Application receiver ID	Item code	Price	Advertisement display data	Detailed information print data	Application form print data
AD68450	MM	AAAA	48,000	L68450.MPG	D68450.pdf	R68450
AD80486	I I	BBBB	36,000	L80486.MPG	D80486.pdf	R80486
AD98765	AA	CCCC	98,000	L98765.MPG	——	R98765
AD52273	TT	DDDD	12,000	L52273.MPG	——	R52273

Information on advertised commodity

Display print data

21a

Advertisement time Start	End	Target Protile	Related commodity item code	Related advertisement ID
16:00	21:00	M	4-902778-101344	AD80486
20:00	24:00	F	4-901650-101344	——
2:00	12:00	M,F	0-75140-00510	AD80486 AD68450
0:00	24:00	M,F	4-902102-027588	——

Information on display timing

Related advertisement

FIG. 3

Title: PROCESSING SYSTEM
Inventor(s): Kazuhiro OGURA *et al.*
Serial No. 09/845,259

21b

Application receiver table	
Application receiver ID	Reception E-mail address
MM	tantou@akinomikaku.com
I I	uketsuke@shinshu.com
AA	madoguti@ryoko.com

FIG. 4

21c

Application form print data file structure

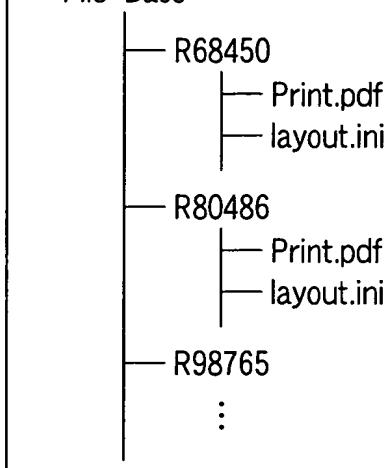


FIG. 5

21d

layout.ini structure

[Customer Property]
Name = XX1, YY1, WW1, HH1
SendTo = XX2, YY2, WW2, HH2

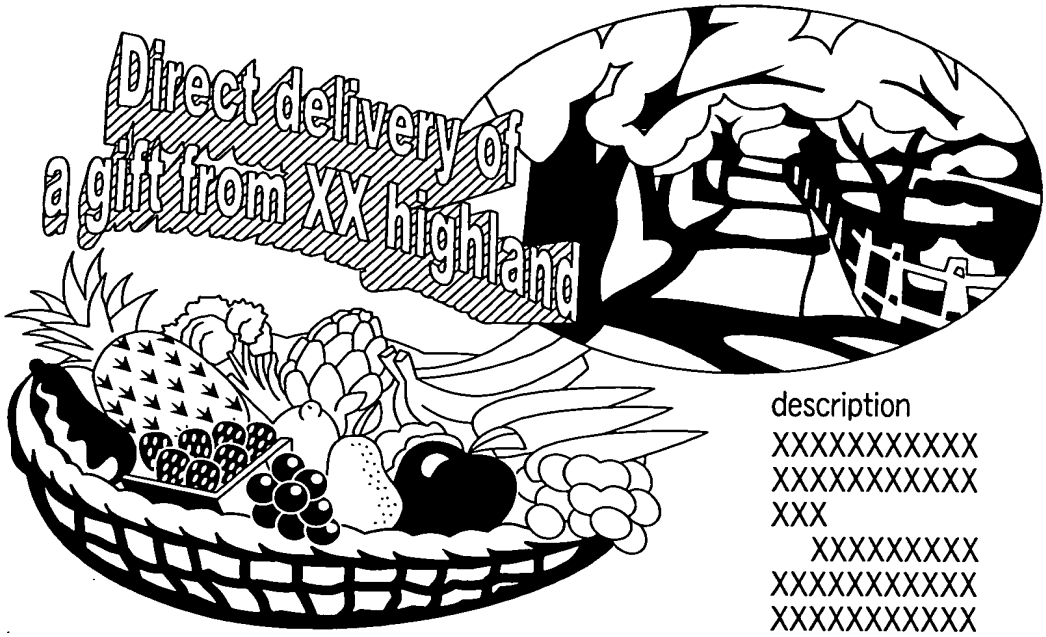
[Payment Method]
Credit = XX3, YY3, WW3, HH3
Transfer = XX4, YY4, WW4, HH4

[Payment Credit]
Name = XX5, YY5, WW5, HH5
Valid Thru = XX6, YY6, WW6, HH6
Number = XX7, YY7, WW7, HH7
Signature = XX8, YY8, WW8, HH8

[ID]
Code = X0, Y0, W0, H0

FIG. 6

EFS ID: 6552403



description
XXXXXXXXXX
XXXXXXXXXX
XXX
XXXXXXXX
XXXXXXXXXX
XXXXXXXXXX

Application form

Name of commodity	Direct delivery of fruits from XX highland	
Addressee		
Name of commodity	☐ Credit card	
	Name of owner of card	
	Card number	
	Effective term	
	Signature	
	☐ Payment into bank account	
	Account for payment	XX bank, ordinary account, YY branch, account No. 9999999
Mail address		

Application by FAX is to : 0XX-YYY-ZZZZ

9784844348450

FIG. 7

23A

Application form ID	Advertisement ID	Print date/time	Shop code	Application date/time
0	AD68450	20000630	7110960	———
1	AD80486	20000512	7114004	———
2	AD98765	20000713	7111234	20000715

FIG. 8

23B

Application form ID	Advertisement ID	Basket ID	Application date/time
0	AD68450	000623012311568	———
1	AD80486	000623012311568	———
2	AD98765	000623012311569	20000715

FIG. 9

22a

Basket table				
Basket ID	Shop code	Date/time	Settlement means	Profile
000623012311568	0123	2000/6/23 16:45	CARD/0000-0000-···	F
000623012311569	0123	2000/6/23 17:02	CASH	M

FIG. 10

22b

Item table			
Basket ID	NO	Item code	Price
000623012311568	1	4-902505-207464	90
000623012311568	2	4-902778-674666	90
000623012311568	3	4-901650-101344	170
000623012311568	4	excise	17
000623012311569	1	0-75140-00510	100
000623012311569	2	4-902102-027588	120
000623012311569	3	excise	11

FIG. 11

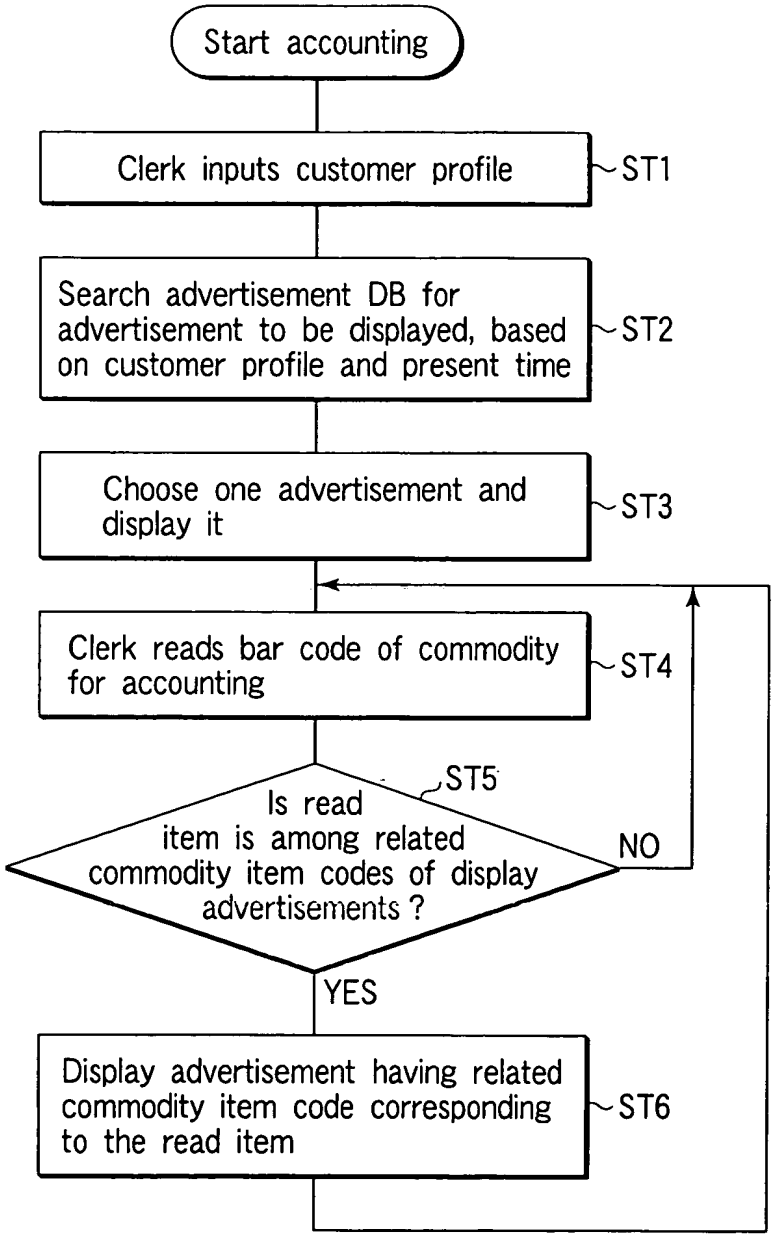

Start accounting
Clerk inputs customer profile
ST1
Search advertisement DB for advertisement to be displayed, based on customer profile and present time
ST2
Choose one advertisement and display it
ST3
Clerk reads bar code of commodity for accounting
ST4
ST5
Is read item is among related commodity item codes of display advertisements ?
NO
YES
Display advertisement having related commodity item code corresponding to the read item
ST6

FIG. 12

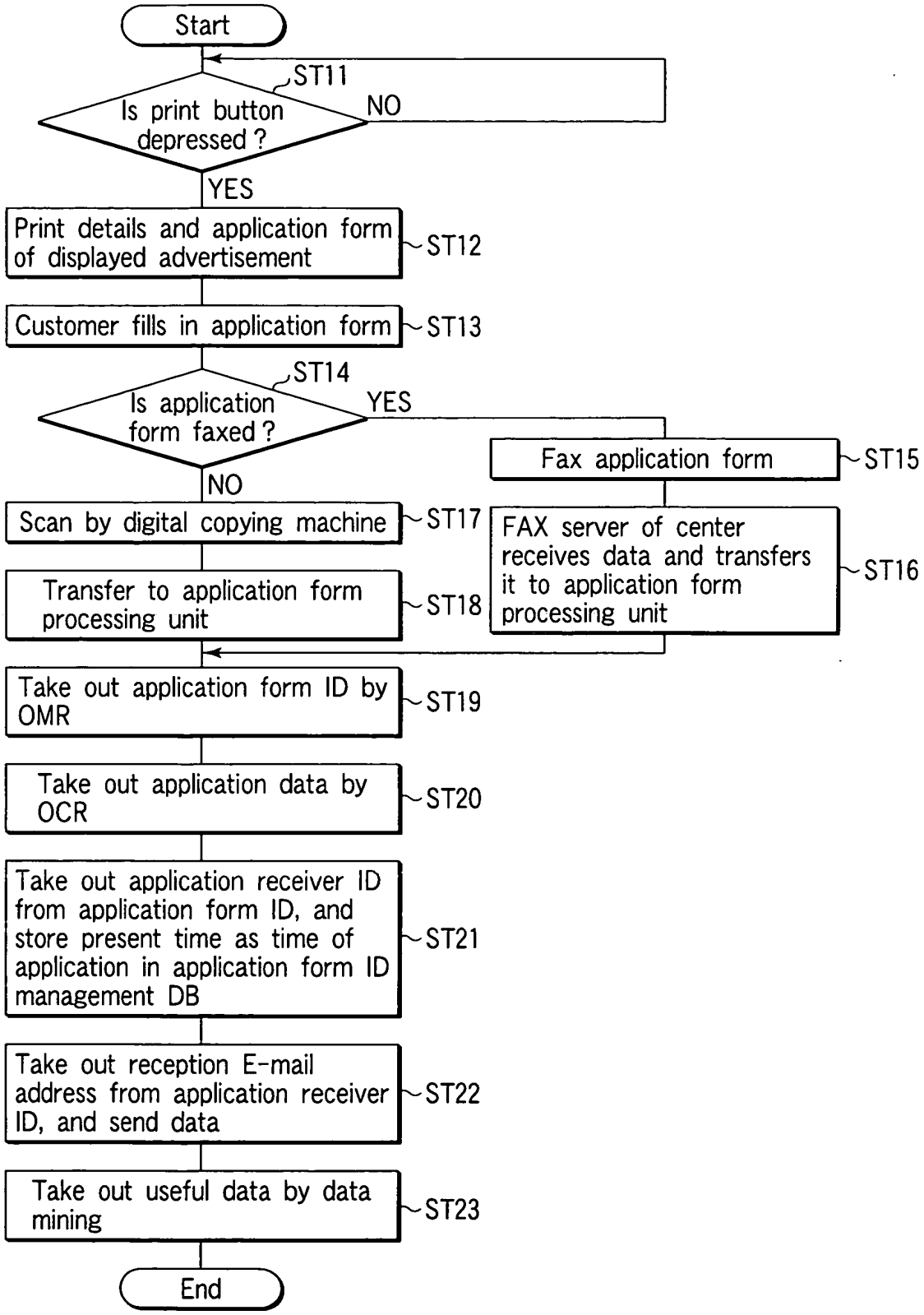

Start
ST11
Is print button depressed ?
NO
YES
Print details and application form of displayed advertisement
ST12
Customer fills in application form
ST13
ST14
Is application form faxed ?
YES
NO
Fax application form
ST15
Scan by digital copying machine
ST17
FAX server of center receives data and transfers it to application form processing unit
ST16
Transfer to application form processing unit
ST18
Take out application form ID by OMR
ST19
Take out application data by OCR
ST20
Take out application receiver ID from application form ID, and store present time as time of application in application form ID management DB
ST21
Take out reception E-mail address from application receiver ID, and send data
ST22
Take out useful data by data mining
ST23
End

FIG. 13

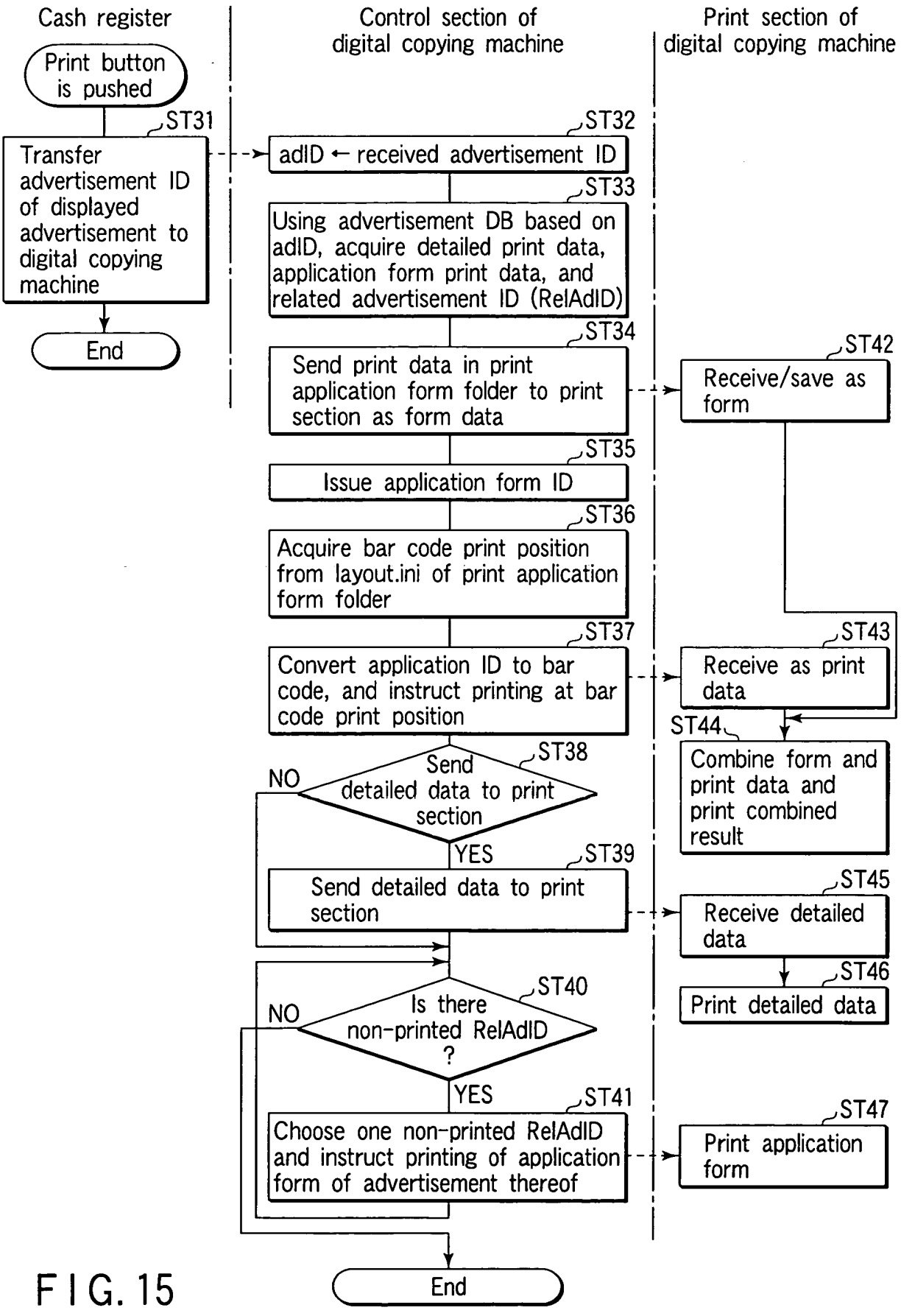

Cash register
Control section of digital copying machine
Print section of digital copying machine
Print button is pushed
ST31
Transfer advertisement ID of displayed advertisement to digital copying machine
End
ST32
adID ← received advertisement ID
ST33
Using advertisement DB based on adID, acquire detailed print data, application form print data, and related advertisement ID (RelAdID)
ST34
Send print data in print application form folder to print section as form data
ST35
Issue application form ID
ST36
Acquire bar code print position from layout.ini of print application form folder
ST37
Convert application ID to bar code, and instruct printing at bar code print position
ST38
Send detailed data to print section
NO
YES
ST39
Send detailed data to print section
ST40
Is there non-printed RelAdID ?
NO
YES
ST41
Choose one non-printed RelAdID and instruct printing of application form of advertisement thereof
End
ST42
Receive/save as form
ST43
Receive as print data
ST44
Combine form and print data and print combined result
ST45
Receive detailed data
ST46
Print detailed data
ST47
Print application form

FIG. 15

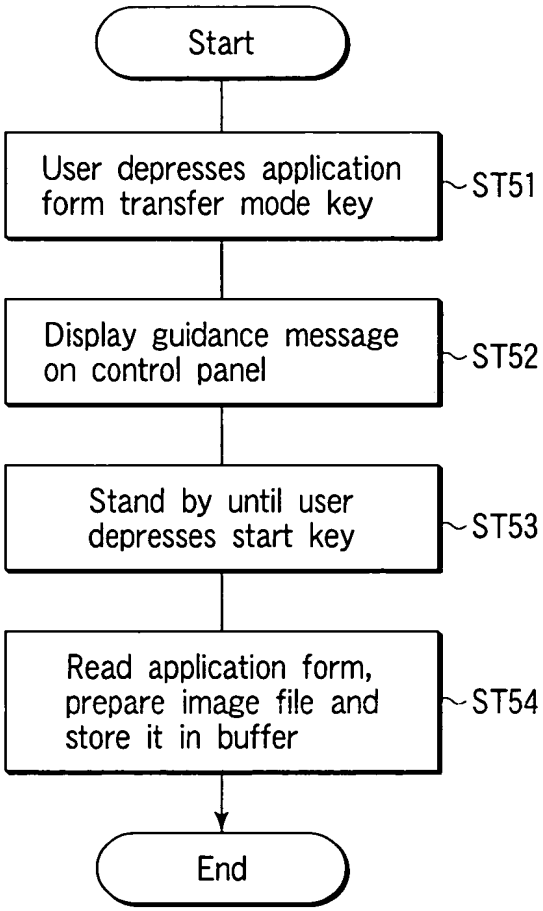

Start
User depresses application form transfer mode key
ST51
Display guidance message on control panel
ST52
Stand by until user depresses start key
ST53
Read application form, prepare image file and store it in buffer
ST54
End

FIG. 16

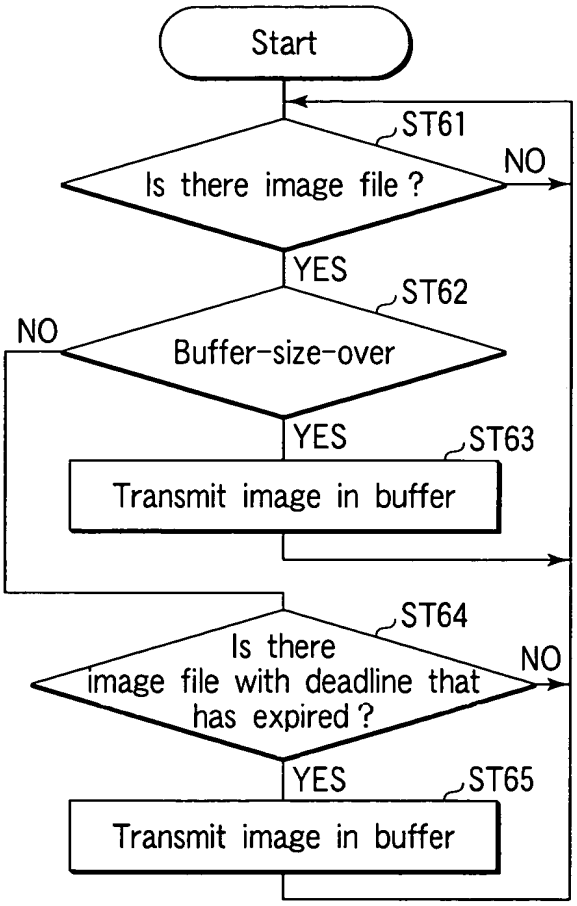

Start
ST61
Is there image file ?
NO
YES
ST62
NO
Buffer-size-over
YES
ST63
Transmit image in buffer
ST64
Is there image file with deadline that has expired ?
NO
YES
ST65
Transmit image in buffer

FIG. 17

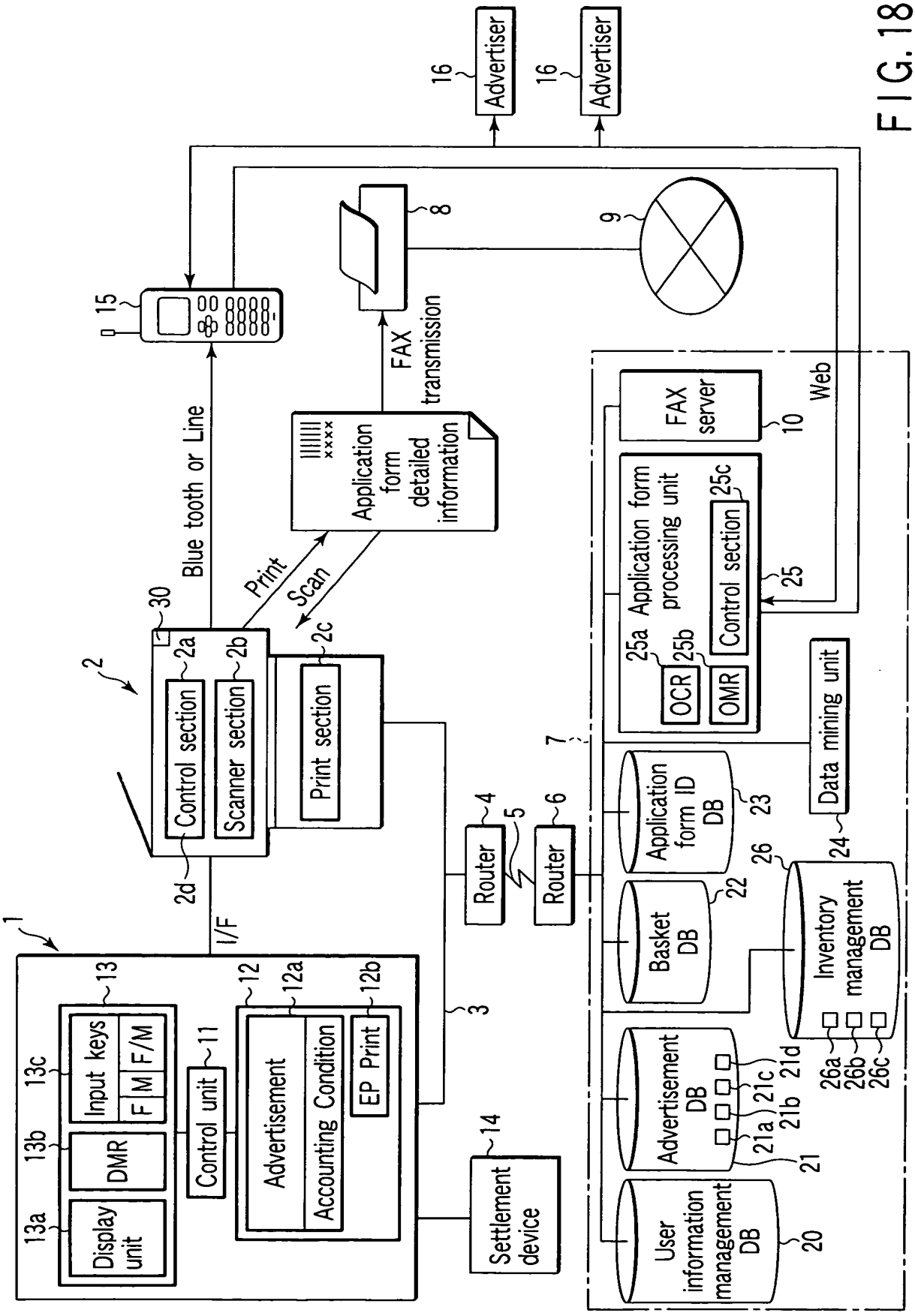

16 Advertiser
16 Advertiser
8
9
15
FAX transmission
Application form detailed information
Blue tooth or Line
Print
Scan
30
2
2a Control section
2b Scanner section
2c Print section
2d
I/F
1
13 Input keys
F M F/M
13c
13b DMR
13a Display unit
Control unit 11
12
12a Advertisement
Accounting Condition
12b EP Print
3
14 Settlement device
Router 4
5
Router 6
7
FAX server 10
Web
25a Application form processing unit
OCR 25b
OMR
Control section 25c
25
Data mining unit 24
Application form ID DB 23
Basket DB 22
26 Inventory management DB
26a
26b
26c
Advertisement DB
21a 21b 21c 21d
21
User information management DB 20

FIG. 18

26a Inventory table

Item code	Date of reception of commodities	Number of received commodities	Number of applications	Number of days for delivery
AAAA	2000/7/4	50	25	2
AAAA	2000/7/11	50	0	2
BBBB	0	50	49	4
CCCC	2000/6/30	20	20	1
CCCC	2000/7/7	20	15	1

FIG. 19

26b Substitute commodity table

Item code	Substitute advertisement ID
AAAA	AD52273
BBBB	AD98765

FIG. 20A

26c Substitute commodity table

Item code	Description of substitute commodity	Substitute-commodity-related URL
AAAA	XXX is ...	http://www.eshop.co.jp/xxx/$UserID$
BBBB	YYY is suitable for ...	http://www.eshop.com/YYY/$UserID$
CCCC	ZZZ is ... when ...	http://www.egoods.com/$UserID$

FIG. 20B

Thank you for your application.
XXX (name of commodity) will be delivered on XX (month) XX (date) to the address below.

.....
.....

FIG. 21

Regrettably, XXXX
(name of commodity) which you ordered is not in stock for its popularity.

For your consideration, we enclose herewith an application form for an equivalent commodity.

FIG. 22

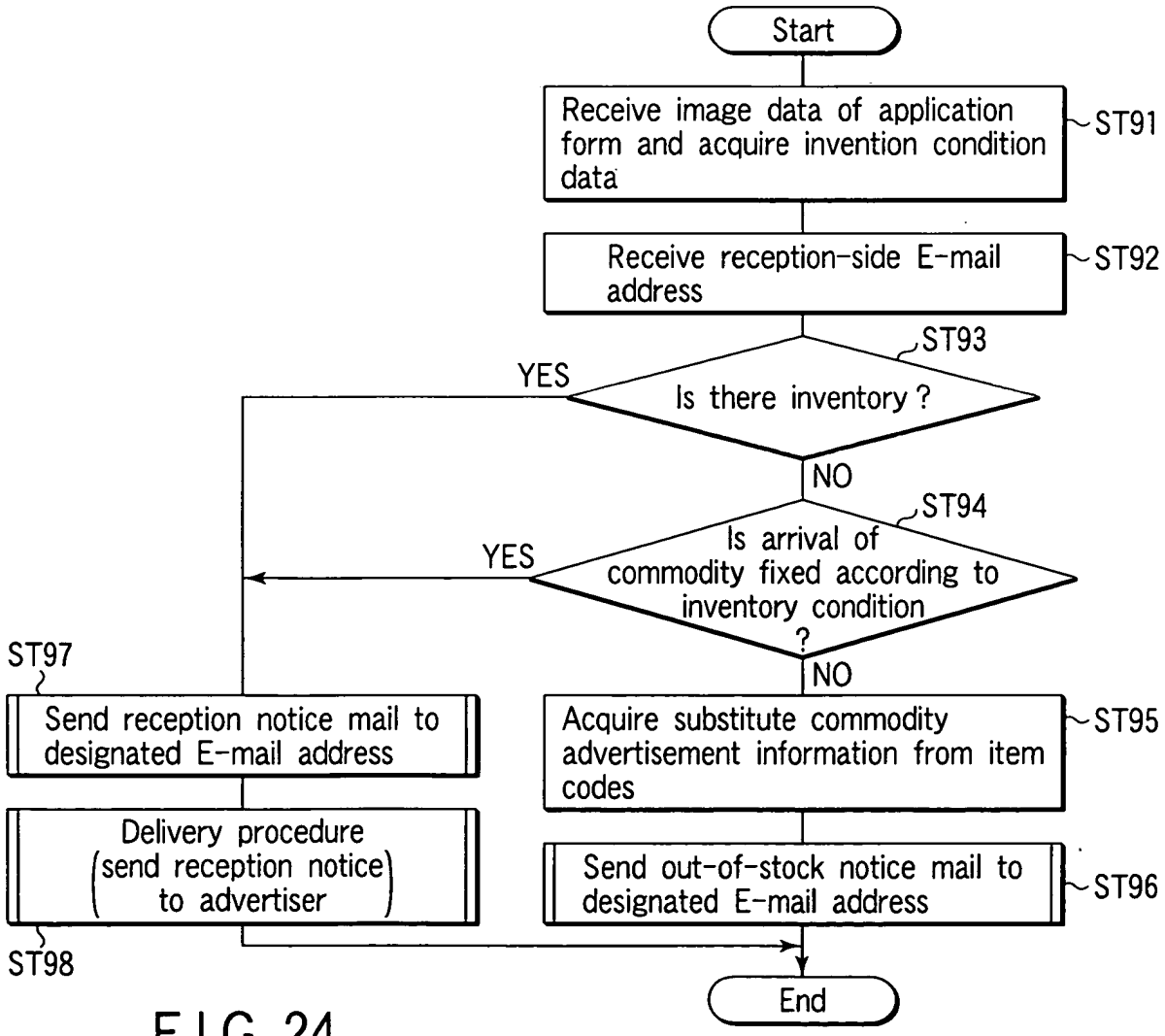


FIG. 24

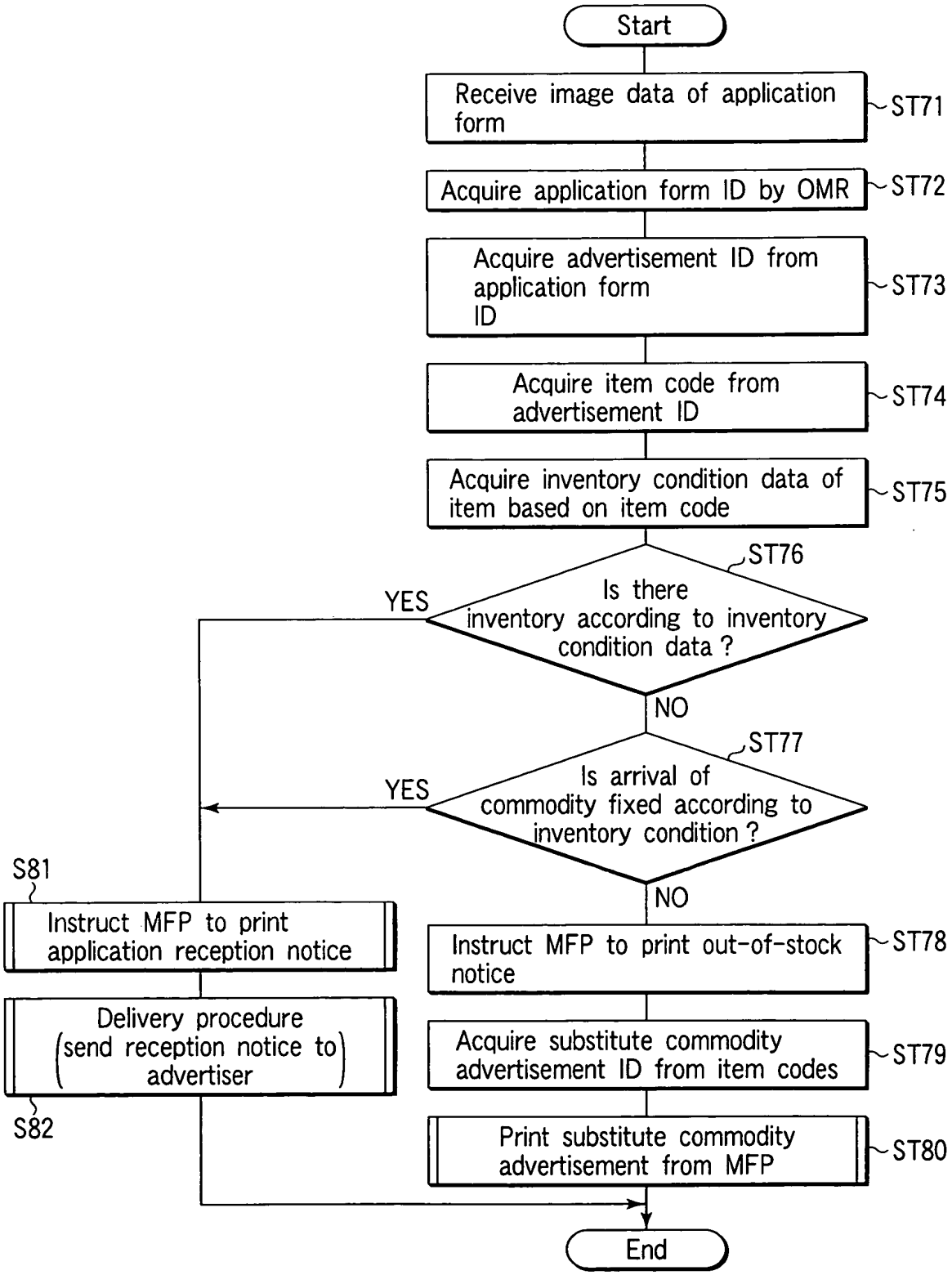

Start
Receive image data of application form
ST71
Acquire application form ID by OMR
ST72
Acquire advertisement ID from application form ID
ST73
Acquire item code from advertisement ID
ST74
Acquire inventory condition data of item based on item code
ST75
ST76
Is there inventory according to inventory condition data ?
YES
NO
ST77
Is arrival of commodity fixed according to inventory condition ?
YES
NO
S81
Instruct MFP to print application reception notice
Delivery procedure (send reception notice to advertiser)
S82
Instruct MFP to print out-of-stock notice
ST78
Acquire substitute commodity advertisement ID from item codes
ST79
Print substitute commodity advertisement from MFP
ST80
End

FIG. 23

Dear XXXXX (name of customer) :
Thank you for an application for XXX (name of commodity).
We will deliver the ordered commodity on XX (month) XX (date) to the address below.

〒XXX-XXX
XX City XX-XX
Mr/Ms XX XX

FIG. 25

Dear XXXXX (name of customer) :
Thank you for an application for XXX (name of commodity). Regrettably, XXX is not in stock for its popularity and the date of arrival is not fixed. For your consideration, we would like to provide you with information on YYY (name of commodity) as a substitute commodity.

YYY
A description of YYY ·····
·····
·····
·····

Reception of Order :
An order will easily be received by an eshop by July 13, 2001.
(http://www.eshop.co.jp/YYY/Provisional UserID)
This URL is a dedicated URL with which we will carry out a purchasing procedure for the 'YYY' on behalf of you.

No information on the customer will leak to the eshop.

Please register for the eshop. If a commodity is ordered directly from the URL, the price of the purchased commodity is discounted by 5%.

FIG. 27

Dear XXXXX (name of customer):
Thank you for an application for XXX (name of commodity). Regrettably, XXX is not in stock for its popularity and the date of arrival is not fixed. For your consideration, we would like to provide you with information on YYY (name of commodity) as a substitute commodity.

YYY
A description of YY ....
....
....
....
(http://www.eshop.co.jp/YYY)

If an order is placed by E-mail, a 5% discount is provided.

Please confirm your address and payment condition below.
If there is any change, please inform us.

〒XXX-XXX
XX City XX-XX
Mr/Ms XX XX

XXXXX bank, XX branch, account No. XXXX, name XXXXXX

FIG. 26

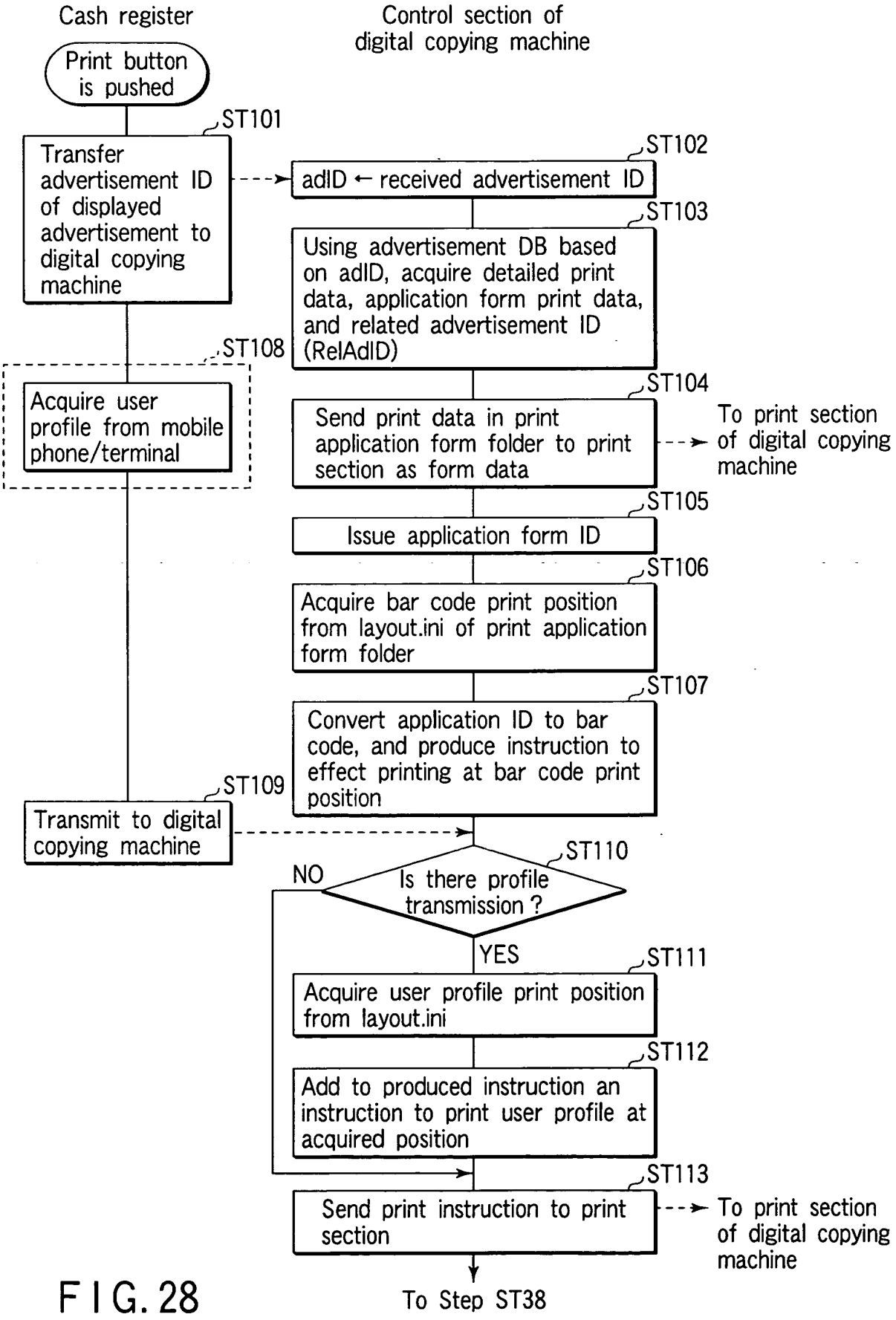

Cash register
Control section of digital copying machine
Print button is pushed
ST101
Transfer advertisement ID of displayed advertisement to digital copying machine
ST102
adID ← received advertisement ID
ST103
Using advertisement DB based on adID, acquire detailed print data, application form print data, and related advertisement ID (RelAdID)
ST108
Acquire user profile from mobile phone/terminal
ST104
Send print data in print application form folder to print section as form data
To print section of digital copying machine
ST105
Issue application form ID
ST106
Acquire bar code print position from layout.ini of print application form folder
ST107
Convert application ID to bar code, and produce instruction to effect printing at bar code print position
ST109
Transmit to digital copying machine
ST110
Is there profile transmission ?
NO
YES
ST111
Acquire user profile print position from layout.ini
ST112
Add to produced instruction an instruction to print user profile at acquired position
ST113
Send print instruction to print section
To print section of digital copying machine
To Step ST38

FIG. 28

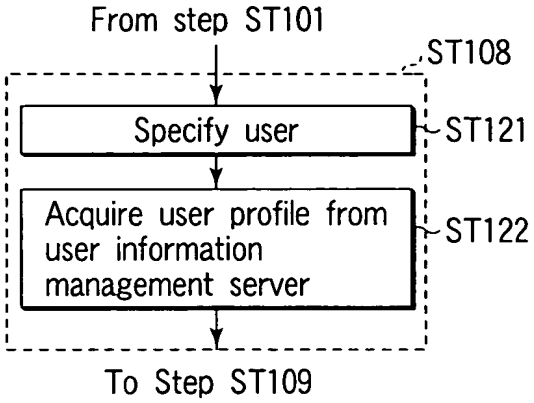

From step ST101
ST108
Specify user
ST121
Acquire user profile from user information management server
ST122
To Step ST109

FIG. 29

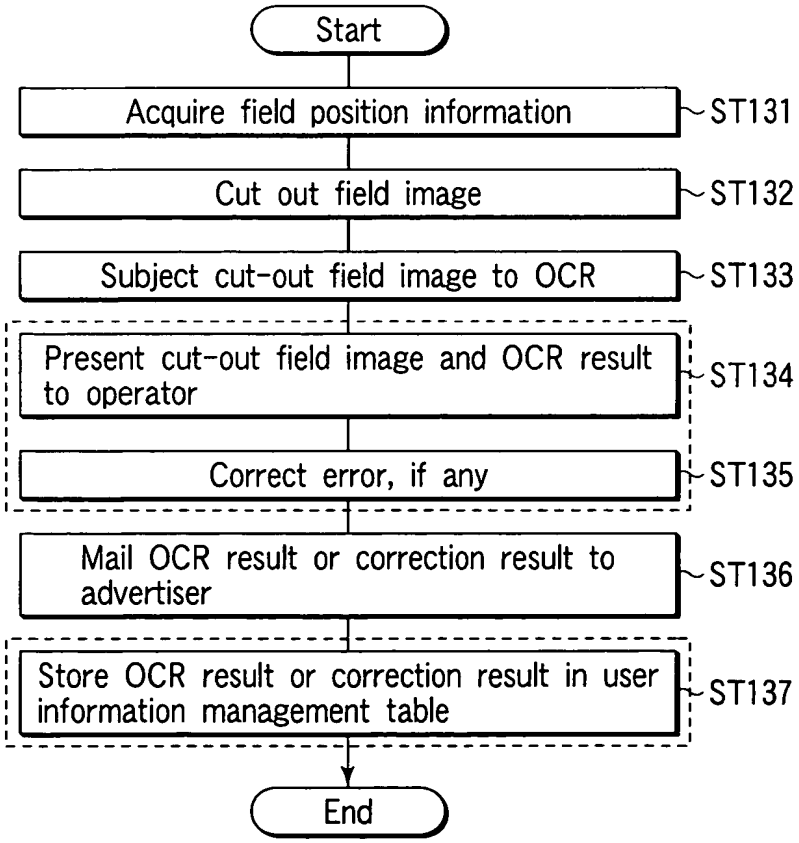

Start
Acquire field position information
ST131
Cut out field image
ST132
Subject cut-out field image to OCR
ST133
Present cut-out field image and OCR result to operator
ST134
Correct error, if any
ST135
Mail OCR result or correction result to advertiser
ST136
Store OCR result or correction result in user information management table
ST137
End

FIG. 30

User information table			
ID type	ID	User name	Address
Mobile phone	NN : 0000a0001111	XXXXX	.....
Debit card	SASASA : 848-000000	XXXXXX	.....
Credit card	0000-000-0000-000	XXXXXX	.....

FIG. 31

04/25/2004, 9:57:05 AM